

11 SEP 1970

MEMORANDUM FOR: Acting Deputy Director for Support

SUBJECT : Proposed Advertisement in the Afro-American Annual
Career Planning Guide

Jack:

The advertisement we have proposed will appear but once in the 15th annual edition of the Afro-American newspapers' career planning guide. We do not feel that we are responding to high pressure sales tactics in placing the ad, but do recommend it as a positive public relations step and a means of reaching Negro colleges and universities throughout the country.

It's true that many of these colleges and universities receive the College Placement Annual in which we have a similar ad, but our appearance in the Afro-American guide will further indicate that we mean business where consideration of properly qualified black student applicants is concerned.

The Recruitment Advertising Committee, which met to discuss the proposed ad, recognized that this was, as much as anything else, an expression of our intent to follow national policy of equal employment opportunity. Mr. [] who represented Jake Goodwin at the meeting, is in agreement that the placement of the ad is a worthwhile step so far as the public relations aspect is involved.

[] the Office of Security representative, ran an Indices check on the Afro-American, a weekly publication with Headquarters in Baltimore. There are any number of Afro-American newspapers but the Baltimore publication is apparently the major one, it has been in existence since 1907, and has been in the hands of the same family through three generations since its founding. The Office of Security has no derogatory information concerning the publication and Jake Goodwin's office has no record to indicate that the publication has ever contained any negative copy concerning this Agency.

I should like to recommend again that we go ahead with the ad; its text is innocuous at best, it will appear only once a year, the index of other advertisers is impressive and it represents, we think, sound public relations.

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Robert S. Wattles
Director of Personnel

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